Observe CX to Have Your "Aha" Moments

The DHS CX Leadership Observation Initiative

Watch and listen to real DHS customers as they interact with DHS products and services.

See firsthand the value of user research, usability testing, and other qualitative research.

Gain insight into how policy, technology, and funding decisions directly impact service delivery.

Closing the gap between the front office and public

It's getting more common for development and design teams at DHS to practice human centered design (HCD) through user research and usability testing methods to improve technology and service delivery. These methods can also inform process and business decisions that span public services.

To make this happen, the DHS CX team in OCIO is partnering with CX service teams practicing HCD across the Department to identify opportunities for leadership to have their own "aha" moments.

"Riding along" on activities already in play

Program or CX service teams work with us (DHS CX) to identify activities happening already where leadership can "ride along." After that, we will help coordinate scheduling and prep with senior leaders before they attend. The CX service team just does what they always do: design great research, conduct rich sessions, debrief, and translate key insights from the sessions into design decisions.

Directly observing the public's experiences

Observing customer engagements helps leadership see the direct impact (good or bad) of policy, technology, and design decisions that they have the power to influence. It keeps them grounded in reality while centering on customers in their decision-making.

Making the process easy

We've designed this process to be low effort for the CX service teams, while also creating valuable educational experiences for leadership.

DHS CX works with CX service teams to ensure

- maximum educational value for leadership observers
- we are not creating a ton of extra work for them
- all observers understand the nature and intent of the sessions
- these don't turn into dog-and-pony shows or oversight

Observation sessions should

- be observable remotely, over Teams or Zoom
- be 60 to 90 minutes long
- include a debrief from the observation with the service team